

Industry Focus Group 9:30 6/29/04

Attendance: Susan Puntillo, notes; Mark McDermid, facilitator; John Piotrowski, Kelly Taylor, Peter Peshek, Neil Peter-Michaud

Introduction: Information gathering, need their perspective, doing this because of budget issues, desire to take advantage of new technologies, and

Group Expectations or what they wanted to see coming out of today's session:

- More people understand why the need for this effort
- Building momentum to be more proactive and less reactive
- Want more electronic reporting
- Raise awareness that policy statement and practices are in conflict. E.g. – strategy is more reuse of waste, but practice does not support this

Question 1: Tell us a little bit about how you feel your industry views us as a program and how we do business.

- Local program staff easy to work with
- Central Office resistant to new ideas
- There is a philosophical split in the division
- SW absence of 'campus-wide' planning
- Duplication of effort between DNR staff and industry consultants
- The Bureau has few customers. They should develop partnerships

Question 2: What do you believe should be the highest priority of the Waste Management Program in the near term and in years to come?

- Need to be open to new ideas and other sources of information
- Streamlining, put templates on web, stop reinventing the wheel
- Business thinks long term (10-30 years) let them know they will eventually get a permit, etc
- Need to look at other things – business viability, cost, etc
- Use technology in short term
- Long term have a unified mission and strategy
- Work on partnerships not command and control
- Is there a purpose for the bureau – short term; long term need ?? and vision
- Need to get to Green Tier philosophy
- Address smart growth issues – lack of sensitivity to revitalizing urban area

Question 3: What kind of changes would make this program be perceived as more progressive and innovative?

- Develop a change management program
- Use more technology – have electronic reporting, but still need to send in paper reports
- EMS standard
- Parts are progressive, but main bureau still old world
- Need to address multiple value sets not just one. E.g. – R&R
- Need land use as a value
- Maximize existing sites
- Change the name of the bureau
- Cross training – expose staff to widely differing pieces of information and perspectives – they will figure out the value of this
- Coordinate rules and regulations with legislation
- Adopt a legislator to help you get your stuff through

Question 4: Help us put into perspective why letting go of some oversight responsibilities and empowering our stakeholders is good for the program and good for Wisconsin.

- Target enforcements, go after the bad actors, spend less time on the good ones.
- Delegate responsibility
- Empower the stakeholders
- Set the standards and conditions and let the stakeholders find cost effective solutions. If they are to survive as a business they need to do this
- The philosophy that charging a lot for waste will deter the creation of it is not working. The costs are passed on to the municipalities. Other ways to look at this is if you reduce cost of waste, libraries can stay open. Or if you keep charging a lot for health care people will not get sick.
- Need stakeholders in political system to say: DNR is doing a good job
- Want to go beyond compliance then get support for them under the dome.
- There is a drive to divide DNR up. This is bad for everyone. The environment and the regulated community
- We need the Tom Sawyer approach – get more people painting the fence
- Let the business community come up with solutions

Question 5: Tell us a little about political realities that we may not see.

- Political reality – the majority of business wants to do the right thing.
- Split of agency is a bad issue
- Seem to be forced to find something wrong when an inspection is done. If something minor should be a comment not a formal write-up. Then in the follow up if the problem has not been addressed it can be escalated.

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- Need to encourage and support the enforcement arm of DNR
- Like to see a web listing on NOVs
- Broker consensus building
- Follow the model of OSHA consultation (commerce and dhfs) very proactive and good for small business
- Need a culture of partnerships
- Encourage volunteer programs that go beyond compliance.
- Need enabling legislation modifications
- Need to be aware and appreciative that their customers have been very supportive and are getting a little tired of waiting for a return e.g. Paper Council acceptance of fee increase.